

## **KGO-TV ANNUAL FCC - EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT**

AUGUST 1, 2006

This report covers the period from August, 2005 through July, 2006. Our station has a longstanding commitment to a policy of equal employment and advancement opportunities for all qualified individuals without regard to race, color, gender, marital status, religion, age, national origin or citizenship status, disability, sexual orientation, status as a Vietnam era or special disabled veteran, or any other protected characteristic as established by law.

This commitment to fair employment practices applies to every aspect of the employment process to ensure that equal consideration is extended to all employees and applicants in recruitment, selection procedures, employee development, performance evaluation, promotions, transfers, benefits and other aspects of employment.

It is our policy to promote the realization of equal employment opportunity through a positive, continuing program of specific recruitment, outreach, hiring, promotion and other practices designed to ensure the full realization of equal employment opportunity.

Employees and others believing they have not been treated in accordance with KGO-TV's EEO Policy are encouraged to contact Ana Rapadas, HR Representative, or Debra Farey, Human Resources Manager. In an effort to make the EEO policy even more effective and to ensure compliance with the requirements of the FCC, KGO-TV has committed to performing at least four of the long-term EEO recruitments set forth in the new FCC's EEO rules within a two-year period.

- **A. INITIATIVES**

1. **Internship Program:**

KGO-TV is continuing to offer internships to college and university students. An internship generally lasts 10-12 weeks, with each student working varying hours based on their schedule. The average intern works approximately 20 hours per week for school credit. The students are given the opportunity to work in a variety of departments and are paid minimum wage for their work.

Two months prior to the start of a semester, the HR Coordinator emails, faxes or mails an Internship Application Announcement to post in Career Centers at the following colleges:

University of San Francisco  
Cal State University San Francisco  
Cal State University East Bay  
Cal State University San Jose  
UC Berkeley  
St. Mary's College  
Notre Dame de Namur University  
Santa Clara University  
Dominican University  
Stanford University

During the 2006 Summer semester (As of July 10, 2006), KGO-TV is hosting 20 interns working in News, Sports, Research, Public Affairs, IT, Sales, Seven On Your Side (KGO's Consumer Unit), Programming and Station Marketing and our new locally produced 3pm show ("The View from the Bay").

In addition to our primary, ongoing internship program, KGO-TV added three new Diversity initiatives:

- Hosting a Scripps-Howard Foundation Scholarship (minority) recipient
- Hosting and sponsoring an Emma L. Bowen Foundation (minority) internship that will continue over the course of three consecutive Summer semesters (2006, 2007 and 2008)
- Hosting and sponsoring a minority Sales Trainee for one year as part of its Corporate Succession Planning Program

## 2. Job Fairs:

KGO-TV participated in the following job fairs by staffing a booth with company personnel responsible for hiring decisions. They distribute information about careers in television; solicit applications; inform attendees of job posting; and encourage them to study broadcasting and participate in the KGO-TV internship program.

November 2, 2005- San Francisco State University, Media Career Symposium, attended by Andreana Rapadas, HR Coordinator.

February 17, 2006- University of San Francisco, Career Fair Program, attended by Andreana Rapadas, HR Coordinator.

February 28, 2006-, Santa Clara University, Fast Break Career Night, attended by Andreana Rapadas, HR Coordinator.

## 3. Educational Outreach Programs

October 20, 2005: News Anchor, Cheryl Jennings provided a tour for students visiting from San Francisco City College Journalism Department. Students were able to watch a live 5pm newscast, tour the newsroom and finish with a question and answer session with other newsroom staff.

April 20, 2006: Cheryl Jennings, News Anchor was Mistress of Ceremony for San Francisco City College's 70<sup>th</sup> Anniversary Celebration. The event included the Festival of the Performing Arts and was held at the Herbst Theatre. This was a public event attended by students, alumni and faculty as well.

April 25, 2006: Mimi Kwan, Director, Community Affairs served as a panelist for the San Francisco Mayor's Youth Employment and Education Program (MYEEP). The program prepares students for the interviewing process by setting up mock interviews with professional volunteers.

Spring 2006: Mimi Kwan, Director, Community Affairs and Laura Kutch, Manager, Public Affairs orchestrated a new ABC 7 Top Scholars program recognizing the Bay Area's top high school academic achievers. The program awarded \$1,000 to six local graduating high school seniors heading for college. To qualify, these outstanding students exhibited exemplary skills in presentation, writing, and

leadership. The overall purpose of this program served as an outreach vehicle to promote and reward academic excellence in the educational community.

#### 4. Community Outreach

September 29, 2005: Don Sanchez (on-air Reporter) and Cheryl Jennings (News Anchor), Emceed the Hurricane Katrina fundraiser hosted by the Asian Chefs Association at the San Francisco Hilton. The event raised an estimated \$60,000 for flood victims of Hurricane Katrina.

October 1, 2006: Joel Bartlett (on-air Meteorologist), Don Sanchez (on-air Reporter) and Cheryl Jennings (News Anchor) hosted an annual fundraiser for Sunny Hills Treatment Services. This program benefits emotionally troubled teens in Bay Area communities. The event was held in Larkspur Landing.

October 10, 2005: Emmy award-winning News Reporter, Wayne Freedman and Sports Anchor, Martin Wyatt emceed the 46<sup>th</sup> Annual "Tee Off for Youth" Golf Tournament. This well attended event benefits the Boys & Girls Clubs of Oakland which serves over 3,000 girls and boys, ages 6 to 17. This organization provides a safe place for children to learn and grow with a mission to develop the community's youth into positive contributors in Society.

October 11, 2006: Martin Wyatt (Sports Anchor) and Jessica Aguirre (News Anchor) emceed the Tenderloin After-School program "Pool Toss." This event benefits after-school programs for low-income families.

October 13, 2005: Cheryl Jennings, News Anchor was the Mistress of Ceremonies for Community Action Marin, in San Rafael. This community non-profit social service agency assists low-income Marin residents in achieving a life of quality based on self-sufficiency. Serving Marin County since 1966, the agency currently operates 15 programs covering a variety of needs from childcare and AIDS services to energy assistance, family needs and mental health issues.

October 14, 2005: News Anchor, Cheryl Jennings emceed for the Annual Shining Star Awards on behalf of the San Francisco Children's Council. The Council provides service for various children's programs benefiting low-income families. The event was held at the Hotel Nikko.

October 15, 2005: News Anchor, Kristen Sze hosted the grand opening of the new De Young Museum in San Francisco. The event kicked off a week of free entrance to the public for the new museum.

October 19, 2005: News Anchor, Cheryl Jennings was guest of honor at the San Francisco Crittendon Children's services luncheon hosted at Bank of America. This non-profit organization provides services to low income children, families and re-entry adults.

October 20, 2005: KGO-TV hosted the San Francisco City College Journalism Department who watched the 5pm newscast, toured the newsroom and followed with a question and answer program provided by various newsroom staff.

October 20, 2005: News Anchor, Cheryl Jennings moderated a debate for the San Francisco League of Women Voters held at 1800 Market Street, San Francisco (7pm to 8:30pm).

January 12, 2006: Reporter, Laura Anthony served as a guest panelist for the Contra Costa Leadership Council. Ms. Anthony represented the media community in a presentation and Q & A session for community leaders at the Times building in Walnut Creek.

March 21, 2006: KGO-TV participated as a sponsor for the Madam CJ Walker Lunch held at the San Francisco Marriot. Madam CJ Walker (1867-1919) was an African-American entrepreneur, philanthropist, and social activist. She was a self-made American businesswoman and a pioneer of the modern black hair-care and cosmetics industry. She set the standards among African Americans for corporate and community giving.

May 20, 2006: News Anchor & Reporter, Carolyn Tyler emceed an event for Girls Inc. The program featured a lunch at Island City (Alameda) and inspirational speakers encouraging young women to follow their dreams and pursue their passions, inspiring those around them.

June 2, 2006: News Anchor, Dan Ashley emceed "Jazz in June" (a Pathway Hospice event) hosted at the World Trade Club in San Francisco. Hospice is an organization that provides support to caregivers of terminal patients.

June 8, 2006: Reporter / Anchor, Carolyn Tyler was mistress of ceremonies for the American Women in Radio and Television (AWRT) luncheon held at the Hotel Nikko. The luncheon honors women in the broadcasting industry and featured a panel of women broadcasting experts. KGO-TV's News Anchor Cheryl Jennings served as one of the panelists. In addition, KGO won an award for Beyond the Headlines (Best English-language TV Public Affairs Show) produced by the Public Affairs department and Reporter, Lilian Kim won a Kudo Award for "Best English-language TV Reporter."

June 21, 2006: Spencer Christian and Janelle Wang (hosts of KGO-TV's new show "The View from the Bay") were honorary event chairs and emcees for "Dress for Success" (San Francisco chapter fundraiser) held at City Club San Francisco. Dress for Success has helped over 250,000 women since 1996 with 75 chapters spanning the globe in every major city. The organization is best known for providing women suits for job interviews, employment retention and empowering women.

5. Listing of Upper Level Openings:

KGO-TV forwards information on all openings in numerous job banks and media trade organizations that include substantial participation of women and minorities.

Since the effective date of the new FCC/EEO regulations, we have posted all openings with following media trade organizations as well as several other organizations as noted in Attachment C.

Asian American Journalists Association  
American Women in Radio and Television  
Bay Area Black Media Coalition  
California Chicano News Media Association  
Latinos in Communication  
National Association of Black Journalists  
National Association of Hispanic Journalists  
Native American Journalist Association  
Women in Communications Job Bank

- **B. POSITIONS FILLED**

A listing of all full-time position filled from August 1, 2005 until July 31, 2006 is attached as **Attachment A**.

All candidates interviewed for posted positions are represented on **Attachment B**.

**EFFORTS TO IMPROVE MAILING LIST:** Every job vacancy at KGO-TV is posted on the Company's website ([www.abc7news.com](http://www.abc7news.com)) as well as on the ABC Corporate Job Posting list (and since May 1, 2006 at Disneycareers.com), which is forwarded to all organizations provided on **Attachment C**. The station's list is updated throughout the year through individual outreach to the organizations involved. In May 2006, the new electronic resume tracking system was implemented (VURV). The new system is hosted on the Disneycareers.com website inviting candidates to apply, upload a resume and complete EEOC information. We then posted the following message on our Company's job posting website: ABC7 is an equal opportunity employer. We would like to widely publicize our job opportunities. Any organization that regularly distributes employment information to job seekers or that refers candidates to employers may ask to be put on our mailing list to receive information about job vacancies. For further information, please contact Human Resources at 900 Front Street, San Francisco, CA 94111, phone: 415-954-7222 or email at [kgo-tv.hr@abc.com](mailto:kgo-tv.hr@abc.com).

In addition, promotional spots featuring News Anchors Kristen Sze and Eric Thomas were aired throughout the year as follows:

**30 second promo:**

**Aired 13 times (various hours) on our regular channel and 1,135 times on our D2 channel.**

*ABC 7 is an equal opportunity employer and we would like to publicize our job opportunities.*

*That's why we encourage any organization that distributes employment information or refers candidates to employers to be put on our job vacancy mailing list.*

*For more information contact the KGO-TV Human Resources Department at 900 Front Street, San Francisco, California 94111.*

*Or log on to our website at ABC 7News.com.*

**15 second promo:**

**Aired 4 times (various hours) on our regular channel and 2,026 times on our D2 channel.**

*ABC 7 is an equal opportunity employer who encourages employment organizations to be put on our job vacancy mailing list.*

*For more information, contact our Human Resources Department at 900 Front Street, San Francisco, 94111.*

Attachment A

Attachment B

Attachment C